

# Email Marketing Flowchart

Firstly, consider which email marketing software you would like to use.  
i.e. Mail chimp, Swift Digital, Campaign Monitor, Hubspot.

Things you need to think about - how much are they, do they charge by lists or monthly subscription?

CREATE A  
MARKETING  
CAMPAIGN BASED  
ON WHAT YOU  
WANT TO  
MARKET

CREATE  
PERSONALISED  
EMAIL, INCLUDING  
A CLEAR 'CALL TO  
ACTION'

MONITOR  
UNSUBSCRIBE  
LISTS

REVIEW  
YOUR  
MARKETING  
CAMPAIGN  
PROCESS  
REGULARLY

CREATE A  
SPECIFIC  
CLIENT LIST  
FOR YOUR  
CAMPAIGN

SHARE TO  
SOCIALS,  
IF APPLICABLE

SCHEDULE A  
FOLLOW UP  
EMAIL IF THE  
FIRST EMAIL  
ISN'T OPENED

FOLLOW  
THE  
STEPS